

Concepts and Glossary

1. **Empirical evidence**: information we can verify with our senses
2. **Reliability**: consistency in measurement
3. **Validity**: measuring precisely what one intends to measure.
4. **Hypothesis**: an unverified statement of a relationship between variables
5. **Spurious correlation**: an apparent, although false relationship between two or more variables caused by some other variable.
6. **Hawthorne effect**: a change in a subject's behavior caused simply by the awareness of being studied.

7. **Cause and effect**: a relationship in which change in one variable (the independent variable causes change in another (the dependent variable)
8. **Population and sample**: the former is the people who are the focus of research; the later is a part of a population researcher select to represent the whole.
9. **Qualitative research**: investigation, in which a researcher gathers impressionistic, not numerical data.
10. **Quantitative research**: investigation in which a researcher collects numerical data.

11. **Secondary analysis**: a research method in which a researcher uses data collected by others
12. **Inductive logical thought**: reasoning that transforms specific observations into general theory.
13. **Deductive logical thought**: reasoning that transforms general theory into specific hypothesis suitable for testing.

The Aim of Social Research

To move from subjective to more objective knowledge of something:

**Subjective
knowledge**



**Objective
knowledge**

An individual's everyday understanding that comes from their values, experiences and beliefs.

Knowledge that is independent of opinion, prejudice and bias.